GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Prohibition and Excise — Excise Policy for the year 2020-21 i.e. from 01.10.2020 to 30.09.2021 in respect of Shops - Orders issued.

REVENUE (EXCISE) DEPARTMENT

G.O.MS.No.279 **Dated:25-09-2020**
Read the following:

1. G.O.Ms.No.373 Revenue (Ex-II) Dept. dated 22.08.2019.
2. G.O.Ms.No.133 Revenue (Ex-II) Dept. dated 09.05.2020.
3. From the CPE letter Cr.No.REV04-15023/67/2020/COPE/E3 Dated 22.09.2020.

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O R D E R :

1. The Government have an avowed policy of reduction in the consumption of alcohol levels in the State. In order to realize the objective, the Government have taken several pro active measures such as removal of belt shops, dispensing with permit rooms, which are meant for consumption of liquor in the vicinity of shops, removal of private persons from the retailing by shop etc.

2. Further, the A.P. State Beverages Corporation Limited has been granted exclusive privilege of retailing of IMFL and FL by the shop from the appointed date i.e. 01.10.2019. Accordingly, in the G.O. 1st read above, the Government have issued Excise Policy for the year 2019-20 i.e., from 01.10.2019 to 30.09.2020 in respect of retail liquor shops and licence period of the shops shall be from 01.10.2019 to 30.09.2020. Further, the Government in the reference 2nd read above have reduced the number of shops to 2934 i.e. by about 33%.

3. Keeping in view the policy imperative and after careful examination of the proposals submitted by the Commissioner of Proh. & Excise in the reference 3rd read above, it is decided that the APSBCL shall continue the retailing of IMFL & FL through the retail outlets subject to the provisions of A.P. Excise (Grant of license of selling by Shop and conditions of license) Rules, 2019.

4. Accordingly, the following notification shall be published in an Extraordinary issue of the Andhra Pradesh Gazette, dated 28.09.2020.

PROHIBITION & EXCISE POLICY FOR THE YEAR 2020-21
IN RESPECT OF SHOPS (RETAIL OUTLETS)

The Government of Andhra Pradesh hereby formulate the following Excise Policy for the year 2020-21 in respect of retail liquor Shops.

1. The same number of Shops, existing as on 30.09.2020, shall be fixed for the year 2020-21 i.e. (2934).
2. The licence period of the Shops shall be one year as contemplated in A.P. Excise (Grant of licence of selling by shop and conditions of licence) Rules, 2019 for the year 2020-21 (from 01.10.2020 to 30.09.2021).
3. The A.P. State Beverages Corporation Limited (APSBCL) shall be continued its exclusive privilege of selling by Shop and accordingly, the APSBCL shall run the retail Shops all over the State from 01.10.2020.
4. The Commissioner of Prohibition & Excise is permitted to renew the Existing Retail Outlets run by the APSBCL under Rule 8 of the A.P. Excise (Grant of licence of selling by shop and conditions of licence) Rules, 2019 on payment of Annual licence fee as fixed by the Government.

P.T.O

5. The directions of the Hon'ble Supreme Court of India issued from time to time on the sale of liquor on Highways shall be strictly followed.
6. No Shop shall be permitted/renewed on the road from Tirupathi Railway Station to Alipiri via RTC Bus Stand, Leelamahal circle, Nandi circle, Vishnu Nivasam, Srinivasam. Likewise, no Shop shall be permitted on the road from Leelamahal - Nandi circle - Alipiri - SVRR Hospital - SVIMS in Tirupathi Municipal Corporation area.
7. The Commissioner is permitted to establish walk-in shops (Elite Shops) in the State as per the requirement but without any change in the number of retail outlets permitted.
8. The provisions contained in the A.P. Excise (Grant of licence of selling by shop and conditions of licence) Rules 2019, as amended from time to time, shall govern the establishment/renewal and operation of the Shops by the APSBCL.
9. Intensive campaign shall be taken up to educate the public on the evils of consumption of liquor and other intoxicants.
10. The MD, APSBCL is directed to implement the Track and Trace in all the Shops for transparency in sale transactions to prevent irregularities.
11. The MD, APSBCL shall prepare and communicate a manual for the operation of the Retail Outlets right from the fixation of rent to cash remittance to save the revenues of the State.

5. The Commissioner of Prohibition and Excise, A.P. and the Managing Director, A.P. State Beverages Corporation Limited (APSBCL), shall take necessary action accordingly in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

RAJAT BHARGAVA
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Commissioner of Printing and Stationery and Stores Purchase, Vijayawada (He is requested to furnish 100 copies to Government and 500 copies to the Commissioner of Prohibition & Excise, A.P., Vijayawada and 50 copies to Special Commissioner of Information and Public Relations, Vijayawada.)
The Commissioner of Prohibition and Excise, A.P., Vijayawada.
The Commissioner, Special Enforcement Bureau, A.P., Vijayawada.
The Managing Director, APSBCL, Vijayawada.
The Health, Medical & Family Welfare Department, A.P. Secretariat, Velagapudi, Amaravathi.
The Director of Medical & Health, A.P., Vijayawada.
The Commissioner, I&PR, AP, Vijayawada.
Copy to:
The Law (E) Department.
The PS to Prl. Secy to Hon'ble CM.
The PS to Prl. Advisor to Hon'ble C.M.
The PS to Chief Secretary to Government.
The PS to Hon'ble Dy. C.M. (Excise & CT).
The PS to Spl. C.S to Govt. Revenue(CT, P&E, R&S)
SF/SC.

//FORWARDED:: BY ORDER//

SECTION OFFICER